



Veterinary Firm Unlocks Business Potential with Innovative Data Repository

Customer: Medivet

Web Site: www.medivet.co.uk

Number of Employees: 675

Country or Region: United Kingdom

Industry: Healthcare—Healthcare providers

Partner: Linksfeld Technologies

Customer Profile

Medivet is a veterinary business with headquarters in Watford in the U.K. Established in 1987, it now employs 675 people, including veterinary surgeons at practices in and around London.

Software and Services

- Microsoft Server Product Portfolio
 - Microsoft SQL Server 2008
 - Windows Server 2008
 - Microsoft Exchange Server 2010
 - Windows 7
 - Microsoft Forefront Security Suite

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Kevin Morris, Senior Partner, Medivet

Veterinary business Medivet has enjoyed rapid growth since it was established in 1987. By 2007, it had outgrown its practice management system, so the company worked with Linksfeld Technologies to create a business intelligence system. Based on Microsoft SQL Server 2008, the system—called Freedom—manages all practice data, which increases efficiency, simplifies regulatory compliance, and supports new customer services.

Business Needs

Medivet is a premium veterinary care provider, with more than 78 practices in London and the surrounding counties. Established in 1987 as a single practice in Hendon, Medivet has grown rapidly. It now operates as a network of independently run branches with around 130 veterinary surgeons including 55 partners, and 600 support staff. It provides round-the-clock care for animals 365 days a year.

Customers can register their pets with their local Medivet practice, but are entitled to use any Medivet branch. For example, customers can take pets to a surgery close to home, en route to the office, or while on

holiday. This convenience, combined with expert care and attention, is what makes the Medivet service unique and attractive to customers.

The Medivet business has grown in both size and scope. The original system, purchased to manage the day-to-day running of a veterinary practice, wasn’t equipped to cope with an increasing volume of patients, or support new business initiatives or advanced services. Kevin Morris, Senior Partner at Medivet, says: “Around 60 per cent of Medivet patients are covered by pet insurance. Processing payments and claims, faxing pages of patient data, and sending paper reminders for vaccinations and appointments were a huge burden on

clinical staff.”

The organisation’s six veterinary hospitals are open 24 hours a day, and pets are often transferred from branch surgeries to these facilities for more advanced treatment. Medivet wanted to take advantage of new technologies to create a system that aided seamless, anytime access to critical information, such as clinical notes and medication, from any branch or hospital.

Solution

Since 2007, Medivet worked with Microsoft Gold Certified Partner Linkfield Technologies to create a business intelligence system called Freedom. Freedom is based on Microsoft SQL Server 2008 data management software and, in one of the largest-scale SQL Server 2008 replication projects in Europe, consolidates data from all practices into one central repository. Each Medivet branch still captures and stores data on its own server, but this information is replicated on a cluster of central Windows Server 2008 servers.

Freedom looks and acts like the familiar Microsoft Office Outlook interface. It manages all practice data—from clinical notes to medication histories. It processes the information needed to deliver automated customer services, such as text and phone reminders, referral letters, insurance claims, and hospital appointments.

The application also manages stock inventory. The costs of vaccinations and products are set at the head office in Watford and adjusted to deal with local requirements, such as competitors’ prices. Freedom keeps meticulous records of batch numbers and controlled substances for

auditing and compliance purposes. “Freedom is a business-critical system. With the SQL Server 2008 replication feature, we’re confident that data can be accessed from any branch at any time. This is vital for operational efficiency, patient care, and customer convenience,” says Morris.

The system is currently deployed at 25 practices, with full rollout to be completed by April 2010. Because of its flexibility, the solution also lends itself to potential use by other healthcare professionals, such as general practitioners (GPs), dentists, and physicians. Larry Shapiro, Director at Linkfield Technologies, says: “The solution could be valuable to other businesses with similar needs and functions. We are discussing these possibilities with Medivet, and may also promote the product commercially within the U.K. veterinary market.”

Benefits

With Freedom and SQL Server 2008, Medivet partners can strategically plan and deploy new services, increase regulatory compliance, and enhance the quality of patient care. The business has also reduced administrative overheads and freed valuable clinical resources.

- **Regulatory compliance is simplified.** Veterinary surgeons are required to keep meticulous records of their patients in the same way GPs do. The Freedom system captures every stage of a pet’s surgical care, along with the details of all medications prescribed. This is particularly important because vets are increasingly asked to provide full audits of pet treatments and handling.
- **Stock inventory is easier.** Previously, it was difficult and time consuming for Medivet to keep up with new regulations for batch numbers and the management of drugs and controlled substances. This data is now processed centrally, making it easier for practice nurses and vets to track prescriptions and comply with the latest regulations.
- **Patient care is enhanced.** Regardless of which Medivet surgery or hospital an animal attends, its full medical history is available, making it easier for vets to diagnose problems and administer the correct care.
- **Overheads are reduced.** The Freedom application automates most patient administration tasks and significantly reduces paperwork. This ensures that clinical staff members have more time for fee-based work.
- **Marketing campaigns are localised.** Surgeries in different locations—for example, rural or city-based surgeries—may find that there’s more demand for certain services over others. Now, with detailed information on animal demographics, Medivet can create targeted promotions and increase revenue.
- **Clinics are more efficient.** Clinical employees enter patient treatment plans and medication directly into Freedom instead of creating multiple paper-based records. This frees time and increases efficiency.
- **Customer-centric services are supported.** Medivet is planning a Web service where customers can sign in to check pets’ health information, such as post-surgery progress and after-treatment care details.